

IN THE CLAIMS

1. (currently amended) A transmitting apparatus, comprising:

a plurality of audio channel material supplying means for supplying a plurality of audio broadcast materials of audio digital data having a first sound quality;

data supplying means for supplying digital data for an audio information screen corresponding to a transmitted audio broadcast, said digital data including interactive GUI data used to generate an interactive on-screen display to allow interaction between the user and the display;

download audio data supplying means for supplying download audio data compressed in a predetermined compressing format, the download audio data having a second sound quality that is of superior quality to the first sound quality;

multiplexing means for multiplexing the audio digital data of the plurality of audio broadcasts, the digital data for the audio information screen corresponding to the transmitted audio broadcast, and the download audio data; and

transmitting means for repeatedly transmitting the multiplexed data within a program period.

2. (currently amended) A transmitting method, comprising:

supplying a plurality of audio broadcast materials of audio digital data having a first sound quality, digital data for an audio information screen corresponding to a transmitted audio broadcast, said digital data including interactive GUI data used to generate an interactive on-screen display to allow interaction between the user and the display, and download audio data of audio data compressed in a predetermined compressing format, the download audio data having a second sound quality that is of superior quality to the first sound quality;

multiplexing the audio digital data of the plurality of audio broadcasts, the digital data for the audio information

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screen corresponding to the transmitted audio broadcast, and the download audio data of the audio data compressed in the predetermined compressing format; and

repeatedly transmitting the multiplexed data within a program period.

3-56. Cancelled.